



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2016 MARKETING PLAN

Australia

OVERVIEW:

The average Australian traveler books travel in order to have fun, visit new places, to relax mentally and to experience something new, this includes the cowboy experience, culinary adventures and tax free shopping for all budgets. New Zealand and the United States are fairly equal in the number of arriving tourists from Australia. In December of 2015, Air New Zealand will begin direct flights to Houston from Auckland, making Texas even more convenient for arriving tourists from both Australia and New Zealand. The direct flight from Sydney, Australia to DFW on Qantas has been such a success that the route went from six days per week to seven with increased capacity on the Airbus 380. Exchange rates for the US dollar have fluctuated and have made travel to the United States more expensive, but an increase in visitation is forecasted.

VISITOR DATA:

An estimated 79,000 travelers from Australia visited Texas in 2014, an increase of 3.9%. Australian travelers are the most likely to be visiting Texas for leisure among the top origin markets. These visitors stayed an average of 8.8 nights in Texas generating \$95 million in direct spending. Travel from Australia to Texas is forecasted to increase by 43.4% by 2020.

AUSTRALIA TO TEXAS (2014)
Visitor Volume: 79,000
Direct Travel Spending: \$95 million
Avg Nights: 8.8

Arrivals from Australia to the United States increased by 6% in 2014 to 1.28 million. Over the past decade arrivals from the market have doubled with consistent annual growth. Direct spending from Australia was estimated at \$6.1 billion, a decline of 10% that was possibly influenced by a weakening Australian dollar. Travel from Australia to the United States is forecasted to increase by 43.4% by 2020 with an annual growth rate of 6.2%.

MARKETING ACTIVITIES:

In order to increase awareness and demand for Texas' many travel products, Texas Tourism promotes the state's travel product directly to Australian consumers through various media activities, advertising and co-op marketing opportunities. Packaged travel obtained from travel agents or directly from tour operators is still an important part of the Australian travelers purchasing process. For this reason, Texas Tourism partially focuses marketing efforts on tour operators and travel agents to increase Texas product offering and consumer knowledge of the destination. To help achieve these goals, Texas Tourism coordinates a presence in Australia for the Visit USA roadshows as well as travel agent training and familiarization tours for travel trade and media.

Event	Date	Locations
Visit USA – Australia & New Zealand Roadshow	Feb 15 – 23, 2016	Melbourne, Sydney, Brisbane, Australia & Christchurch, Auckland, New Zealand